

Town of Milan, Town Board Resolution
March 8, 2004

WHEREAS, the Town of Milan operates an internet website, and

WHEREAS, the website publishes certain announcements, event listings and public notices in electronic format to supplement traditional methods, and

WHEREAS, the Town Board has determined that announcements, event listings and public notices must meet certain criteria to be in the public interest, then

BE IT RESOLVED, the Town Board hereby adopts the following "Policy and Guidelines" for the Town of Milan Website

On a motion by _____, seconded by _____, and a vote

of 4 for; 0 against; 0 abstaining; and 1 absent, this resolution was adopted on March 8, 2004.

Policy and Guidelines: Town of Milan Website

Purpose of the website:

The primary purpose of the official website is to publish factual information and announcements for the benefit of town residents.

Domain name: The town's website address shall include the following domain names:

- www.milan-ny.gov
- www.ci.milan.ny.us
- and such other domain names as may be approved by the Town Board

Responsibility for Website: The Town Board hereby authorizes the Town Supervisor and his/her designated representative(s) to administer and manage the daily operation and content of the official town website, including but not limited to:

- 1) control of administrator-level access to revise and maintain web page content;
- 2) determine suitability and content of material submitted for publication;
- 3) approve or reject articles or announcements submitted for publication;
- 4) schedule the publication and/or removal of articles and announcements from the website;
- 5) delegate to town employees or qualified volunteers the task of initial entry of web page content in electronic form subject to approval by a responsible town official prior to publication
- 6) review all articles and announcements prior to publication on the public website;

- 7) contract with a website service provider and/or local consultants to assist with the technical operation of the website;

Guidelines for listing events, announcements or public notices.

The general purpose of the site is to make public information more easily accessible so any record in the public domain is eligible to be on the website: although it is not possible to make all public information available on the website.

Any announcement, event listing or public notice published on the town website shall be:

- informational or educational in nature for the benefit of the general public
- provided only by a governmental agency or by a bona fide not-for-profit organization
- information immediately related to persons, property, governmental agencies or events to be held in, or immediately adjacent to, the town of Milan
- endorsed by or otherwise directly affiliated with a town, county or state agency, or a bona fide not-for-profit organization based in the town of Milan:

Prohibited content. Nothing shall be published on the website which:

- 1) may be considered inappropriate to a public signboard or offensive to the general public
- 2) may be considered to endorse or oppose a political party, political candidate, ballot proposition or initiative, except that official copies of sample ballots or propositions, notices of political caucus meetings and general notices of political committee meetings or events may be published.
- 3) may be considered slanderous and libelous
- 4) may be considered personal in nature, or which mentions a person, persons, corporation, organization or other entity by name except that entity is the listed sponsor of the event or is part of an official public record
- 5) may be considered to be commercial in nature, endorses a commercial product or service, or which may be expected to result in a pecuniary profit to an individual, group or business, except for:
 - a. a business directory of businesses based in Milan organized alphabetically or categorically
 - b. electronic links associated with such business directory

- 6) shall promote, endorse or oppose a religious or philosophical belief, except that social events or cultural events of general public interest sponsored by a bona fide religious organization may be published;
- 7) may be considered discriminatory on the basis of age, sex, sexual orientation, race, religion or ethnicity.
- 8) may be considered to endorse or promote unlawful behavior.

Provision of Electronic “Links”. The Town Supervisor may approve the installation of an electronic “link” to another website if it is directly connected with a web page article, announcement, event listing or public notice otherwise approved for publication on the town website. The content of this link must meet the qualifications listed above. The website shall publish a disclaimer that the Town of Milan does not maintain or control the content of the linked site, and that the link is merely provided as a convenience to electronic users.

Provision of Business Directory. The Town Supervisor may approve the publication of a business directory, tourism directory, or accommodations directory on the town website for general information only. The information for such a directory shall be provided by individual businesses, or taken from public sources or other published directories. There shall be no endorsement, explicit or implied, of a particular business, place of interest or accommodation. Listings in such a directory shall be alphabetical and/or categorical, and shall include the business name, address, telephone number, e-mail address and link to that business’ website only.

Appeal from Decision. In the event that a request for publication on the town website is rejected by a town official, the resident may appeal the decision to the Town Board. The responsible official shall provide the Town Board with a listing of any rejected materials and a brief explanation of the cause for rejection prior to the regular monthly meeting. The appellant shall submit a written appeal prior to the regular monthly meeting explaining why the proposed material should be posted on the town website. The appellant may also make an oral presentation at the regular monthly meeting.

In the event that material is accepted for publication that, in the opinion of a town resident, violates this Policy and Guidelines, then that resident may also submit an appeal to the Town Board. The appellant shall submit a written appeal prior to the regular monthly meeting explaining why the posted material should not appear on the town website. The appellant may also make an oral presentation at the regular monthly meeting.

The Town Board may at its discretion thereafter order either the publication or removal of said material from the town website, or the editing of material to conform to these guidelines.

Submittal format. All submittals for publication shall be made by email or written copy to the Town. The submittal shall be addressed to the Town Supervisor or Town Clerk and received at least 10 business days, or no more than 45 business days prior to the event. The Town reserves the right to edit copy to fit space or format requirements.

Submittals for publication shall include:

- the date, time and place of the event,
- the name of the sponsoring organization,
- the address of the sponsoring organization,
- name of a contact person (not necessarily for publication)
- telephone number of the contact person (not necessarily for publication)
- mailing address and street address of the contact person (not necessarily for publication).
- Preferred posting and end-of-posting dates

Scheduling. The Town Supervisor and designated representatives shall add, remove or maintain web page content on a regular schedule during regular business hours; however, nothing contained herein shall require that an article, announcement or event be immediately published on the town website or have precedence over any other submittal.

Broadcast E-Mail Mailing Lists. Should the town decide to use broadcast e-mail (it has no such capability at the moment), such broadcast e-mail shall be used only for official town announcements and meeting agendas and only with the e-mail address owners explicit permission in advance.

E-mail broadcast of official announcements and meeting agendas shall occur at the same time as the information is first published on the website, or as soon thereafter as possible.

Amending Policy and Guidelines. This policy and guidelines may be amended by resolution of the Town Board.

END